

ORDER



Orders
Order / Rev: 706669
Alt Order #: 06278655
Product Desc: OBAMA FOR AMERICA
Estimate: 1537
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 08/15/12 / 10/15/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	196	\$321,000.00	\$272,850.00
10/22/12	10/28/12	36	\$59,500.00	\$50,575.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	232	\$380,500.00	\$323,425.00	0.00
Totals	232	\$380,500.00	\$323,425.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/16/12	10/19/12	Days of Our Lives Days of Our Lives	CM	1p-2p	- TWTF - -	:30	8	\$500.00	P-2	0.00	NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			8		\$500.00		0.00				
E 2	WKYC	10/16/12	10/19/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF - -	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			4		\$250.00		0.00				
E 3	WKYC	10/16/12	10/19/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	7	\$1,200.00	P-2	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			7		\$1,200.00		0.00				
E 4	WKYC	10/16/12	10/19/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	8	\$400.00	P-2	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			8		\$400.00		0.00				
E 5	WKYC	10/16/12	10/19/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF - -	:30	4	\$475.00	P-2	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			4		\$475.00		0.00				
E 6	WKYC	10/16/12	10/19/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	7	\$400.00	P-2	0.00	NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			7		\$400.00		0.00				

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WKYC	10/16/12	10/19/12	Last Call Last Call w/Carson Daly	CM	135a-205a	- TWTF - -	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		4				\$300.00		0.00			
E 8	WKYC	10/16/12	10/19/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	8	\$400.00	P-2	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		8				\$400.00		0.00			
E 9	WKYC	10/16/12	10/19/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	8	\$450.00	P-2	0.00	NM	8	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		8				\$450.00		0.00			
E 10	WKYC	10/16/12	10/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	8	\$600.00	P-2	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		8				\$600.00		0.00			
E 11	WKYC	10/16/12	10/19/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	4	\$300.00	P-1	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		4				\$300.00		0.00			
E 12	WKYC	10/16/12	10/19/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	8	\$650.00	P-2	0.00	NM	8	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		8				\$650.00		0.00			
E 13	WKYC	10/16/12	10/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	8	\$1,400.00	P-1	0.00	NM	8	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		8				\$1,400.00		0.00			
E 14	WKYC	10/16/12	10/19/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	7	\$3,200.00	P-1	0.00	NM	7	\$22,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		7				\$3,200.00		0.00			
E 15	WKYC	10/16/12	10/19/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	10	\$1,400.00	P-2	0.00	NM	10	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		10				\$1,400.00		0.00			
E 16	WKYC	10/16/12	10/19/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	7	\$3,500.00	P-2	0.00	NM	7	\$24,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		7				\$3,500.00		0.00			
E 17	WKYC	10/16/12	10/19/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	7	\$2,400.00	P-2	0.00	NM	7	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		7				\$2,400.00		0.00			
E 18	WKYC	10/16/12	10/19/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	20	\$1,400.00	P-2	0.00	NM	20	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		20				\$1,400.00		0.00			
E 19	WKYC	10/16/12	10/19/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		4				\$2,400.00		0.00			
E 20	WKYC	10/16/12	10/19/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	8	\$600.00	P-2	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		8				\$600.00		0.00			
E 21	WKYC	10/19/12	10/19/12	Fri Prime C Fri Prime C	CM	10-11p	- - - - F - -	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WKYC	10/19/12	10/19/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$5,000.00		0.00			
E 22	WKYC	10/19/12	10/19/12	Fri Prime B Fri Prime B	CM	9-10p	----F--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$4,000.00		0.00			
E 23	WKYC	10/22/12	10/22/12	Prime Political Program Prime Political Program	CM	Prime Political Pro (10:59 PM-11:00 PM)	M-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$5,000.00		0.00			
E 24	WKYC	10/22/12	10/22/12	Mon Prime A the voice	CM	8p-9p	M-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$10,000.00		0.00			
E 25	WKYC	10/20/12	10/21/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	4	\$3,200.00	P-1	0.00	NM	5	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----SS		4				\$3,200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	10/15/12-10/21/12	EN (Sa-Su)		6P-7P Sa/Su	(6:00 PM-6:30 P-----SaSu	:30		(\$3,200.00)		0.00	NM		
				See MG 25.5,25.6,25.7											
				[Prgm Change] notre dame											
	4	NKYC	10/15/12-10/21/12	EN (Sa-Su)		6P-7P Sa/Su	(6:00 PM-6:30 P-----SaSu	:30		(\$3,200.00)		0.00	NM		
				See MG 25.5,25.6,25.7											
				[Prgm Change] notre dame											
	5	NKYC	10/20/12-10/20/12	Notre Dame Football		Notre Dame Footb	-----Sa--	:30		\$2,000.00		0.00	NM		
				Ⓜ MG for 25.4,25.1											
	6	NKYC	10/20/12-10/20/12	Notre Dame Football		Notre Dame Footb	-----Sa--	:30		\$2,000.00		0.00	NM		
				Ⓜ MG for 25.4,25.1											
	7	NKYC	10/16/12-10/19/12	M-F 7-730p		7-730p	-TWThF----	:30		\$2,400.00		0.00	NM		
				Ⓜ MG for 25.4,25.1											
E 26	WKYC	10/20/12	10/20/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$350.00		0.00			
E 27	WKYC	10/20/12	10/20/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$2,000.00		0.00			
E 28	WKYC	10/20/12	10/20/12	630A-7A Chris Matthews Show	CM	630a-7a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$1,000.00		0.00			
E 29	WKYC	10/20/12	10/20/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		2				\$650.00		0.00			
E 30	WKYC	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		2				\$1,400.00		0.00			
E 31	WKYC	10/20/12	10/20/12	Sat Prime A 8-9p	CM	8-9p (8:00 PM-9:00 PM)	-----S-	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$1,600.00		0.00			
E 32	WKYC	10/20/12	10/20/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00

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E 32	WKYC	10/20/12	10/20/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		3				\$1,400.00		0.00			
E 33	WKYC	10/20/12	10/20/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	-----S-	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$1,600.00		0.00			
E 34	WKYC	10/21/12	10/21/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$5,000.00		0.00			
E 35	WKYC	10/21/12	10/21/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$2,400.00		0.00			
E 36	WKYC	10/21/12	10/21/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$650.00		0.00			
E 37	WKYC	10/21/12	10/21/12	5A-530A Hometime	CM	5a-530a	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$300.00		0.00			
E 38	WKYC	10/21/12	10/21/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$5,000.00		0.00			
E 39	WKYC	10/21/12	10/21/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	-----S	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		2				\$5,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	10/15/12-10/21/12	NFL Pregame Show		NFL Pre-Game (7:00 PM-8:00 PM)	-----Su	:30		(\$5,000.00)		0.00	NM		
		See MG 39.3 [Prgm Change]													
	3	NKYC	10/21/12-10/21/12	NFL Pregame Show		NFL Pre-Game	-----Su	:30		\$5,000.00		0.00	NM		
		Ⓜ MG for 39.1 10/21													
E 40	WKYC	10/21/12	10/21/12	NFL Regular Season Fo NFL Football	CM	NFL Football (8:00 PM-11:00 PM)	-----S	:30	2	\$15,000.00	P-2	0.00	NM	2	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		2				\$15,000.00		0.00			
E 41	WKYC	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		2				\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	NKYC	10/15/12-10/21/12	SUN TDY		8a-9a	-----Su	:30		(\$1,400.00)		0.00	NM		
		See MG 41.3													
	3	NKYC	10/15/12-10/21/12	SAT TDY		7a-9a	-----Sa--	:30		\$1,400.00		0.00	NM		
		Ⓜ MG for 41.2 10/21													
E 42	WKYC	10/21/12	10/21/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		3				\$1,400.00		0.00			
E 43	WKYC	10/18/12	10/18/12	Thu Prime C Thu Prime C	CM	10-11p	---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---T---		1				\$10,000.00		0.00			

Order / Rev: 706669
 Alt Order #: 06278655
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 44	WKYC	10/18/12	10/18/12	Thu Prime A Thu Prime A	CM	8-9p	---T---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---		1			\$3,500.00			0.00			
E 45	WKYC	10/16/12	10/21/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-TWTFSS	:30	8	\$2,400.00	P-2	0.00	NM	8	\$19,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTFSS		8			\$2,400.00			0.00			
E 46	WKYC	10/16/12	10/16/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----		1			\$5,000.00			0.00			
E 47	WKYC	10/17/12	10/17/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----		1			\$5,000.00			0.00			
E 48	WKYC	10/17/12	10/17/12	Wed Prime A Wed Prime A	CM	8-9p (8:00 PM-9:00 PM)	--W----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----		1			\$3,500.00			0.00			
E 49	WKYC	10/17/12	10/17/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----		1			\$6,000.00			0.00			
E 50	WKYC	10/22/12	10/22/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		2			\$800.00			0.00			
E 51	WKYC	10/22/12	10/22/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$250.00			0.00			
E 52	WKYC	10/22/12	10/22/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$2,000.00			0.00			
E 53	WKYC	10/22/12	10/22/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		2			\$400.00			0.00			
E 54	WKYC	10/22/12	10/22/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$850.00			0.00			
E 55	WKYC	10/22/12	10/22/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$400.00			0.00			
E 56	WKYC	10/22/12	10/22/12	Last Call Last Call w/Carson Daly	CM	135a-205a (1:35 AM-2:05 AM)	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$300.00			0.00			
E 57	WKYC	10/22/12	10/22/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		2			\$400.00			0.00			
E 58	WKYC	10/22/12	10/22/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 706669
 Alt Order #: 06278655
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 58	WKYC	10/22/12	10/22/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$450.00		0.00						
E 59	WKYC	10/22/12	10/22/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$600.00		0.00						
E 60	WKYC	10/22/12	10/22/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$300.00		0.00						
E 61	WKYC	10/22/12	10/22/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$900.00		0.00						
E 62	WKYC	10/22/12	10/22/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$1,400.00		0.00						
E 63	WKYC	10/22/12	10/22/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$3,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKYC	10/22/12-10/28/12		M-F 6-630p See MG 63.2 [NA/Oversold]	6p-630p		M-----	:30	(\$3,200.00)	0.00	NM				
2	WKYC	10/22/12-10/22/12		M-F 7-730p MG for 63.1 10/22	7-730p		M-----	:30	\$3,200.00	0.00	NM				
E 64	WKYC	10/22/12	10/22/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$1,400.00		0.00						
E 65	WKYC	10/22/12	10/22/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$6,000.00		0.00						
E 66	WKYC	10/22/12	10/22/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$3,200.00		0.00						
E 67	WKYC	10/22/12	10/22/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	5		\$1,400.00		0.00						
E 68	WKYC	10/22/12	10/22/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$3,500.00		0.00						
E 69	WKYC	10/22/12	10/22/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$800.00		0.00						
E 70	WKYC	10/22/12	10/22/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$3,200.00		0.00						

